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NEWSPAPER

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April 6, 1987

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

Mega-advertisers speak out

Ad Age Roundtable

Charles Fruit
Anheuser-Busch Cos.

Phil Crosland
Avon Products

Ira Herbert
Coca-Cola Co.

Joel Weiner
Kraft Inc.

Marvin Solomon
Warner-Lambert Co.

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Videotex is back! IBM, Sears line up advertisers

—Page 1

Appliance marketers beef up ads, junk rebates

—Page 3

Baseball tries to pitch around tight ad budgets

—Page 4

Freberg returns with his brand of non-ads

—PeopleWorks, Page 60

Highlights

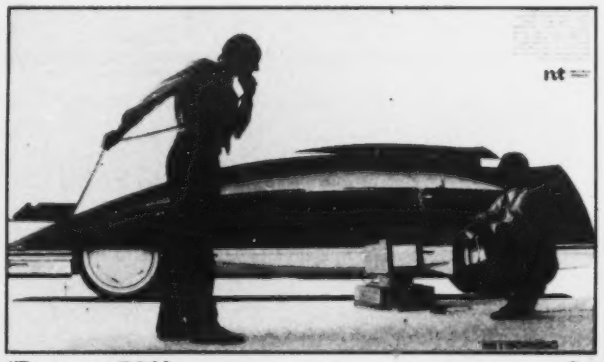
Baseball's promotion curve 4
Major League Baseball clubs are out to prove again that a strong lineup of in-park promotions and corporate sponsor tie-ins can yield high attendance with little advertising support.

Y&R's newest network 24
Young & Rubicam, through a minority holding in U.K. agency Collett, Dickenson, Pearce & Partners, is helping spearhead a new agency network in Europe. The network plans to enter the U.S. and German markets this year.

Beers speaks of transformation 30
As American business changes, so does the advertising industry. The challenge is for agencies to take their fate more in their own hands and "manage our own transformation," said Charlotte Beers, the new chairman of the American Association of Advertising Agencies, at the group's annual meeting in Boca Raton, Fla.

Getting Time on campus 32
Time Inc. is expanding into the lucrative college market as part of a new strategy to acquire magazines rather than start them up. The company has agreed to acquire the assets of Campus Publishing, Upper Saddle River, N.J., from its 23-year-old president, Douglas Ranalli.

Cola bragging rights 48
The two leading cola marketers, Coca-Cola USA and Pepsi-Cola USA, both see good news in the latest figures measuring soft-drink sales through food stores. Coca-Cola hailed the figures, measuring December and January sales, because it became the No. 1 marketer of sugar cola products. However, Purchase, N.Y.-based Pepsi pointed out that Pepsi-Cola continues as the single-largest selling soft-drink brand in food stores.



'Fortune 500' sponsor 81
Northern Telecom Inc. has scored a publishing coup by becoming the first exclusive sponsor of the *Fortune* 500 directory of companies, appearing in the magazine's April 27 issue. Northern Telecom bought 21 pages in the issue, including 15 ads created specifically for it, at a total cost of $1.5 million.

INTERNATIONAL

Agencies rethink global buys 54
Global agencies are questioning whether it is preferable to own 100% of their overseas offices or leave some equity in local hands.

Nestle competitor gets U.S. base 54
By purchasing Chicago-based Brach Inc., Jacobs-Suchard, the Swiss chocolate and coffee manufacturer, has established a base for a major push into the North American market in the next decade, according to Zurich financial analysts.

OTHER NEWS

A.C. Nielsen Co., bowing to pressure from the Big 3 TV networks, has agreed to "ascribe"—or increase—demographic ratings for shows taped on videocassette recorders. Page 6.

Jockey International left Warwick Advertising last week, moving its $15 million account to a new in-house agency called Thorobred Advertising. The move coincides with Jockey's plans to introduce girls' underwear, pantyhose and bras to product lines this year. Page 12.

As the Magazine Publishers Association seeks a successor to President William Gorog, Mr. Gorog could be helping to seek a successor to President Reagan. Page 32.

Henkel KGaA, the giant consumer products marketer that competes with Procter & Gamble Co. around the world, is increasing its financial—but not marketing—profile in the U.S. Page 48.

AT&T's estimated $20 million campaign for its General Business Systems division has created a "signature" look not only for AT&T's business telecommunications, but also for Ogilvy & Mather. The commercials—a completely new look for AT&T—use natural light, no makeup and jumpy camerawork for realism. Page 68.

Beecham Cosmetics and Estee Lauder Inc. are squaring off in the $1.1 billion men's toiletries category with competing product lines with quite different market positionings. Page 78.

SPECIAL REPORT

Computer Marketing *— The slump in computer sales was to be expected from a market that has grown out of its infancy, say those selling the machines. Analysts predict only modest growth this year, despite striking technological advancements.*

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Long-term boost seen in A-B probe

By SCOTT HUME

Top executives at major sales-promotion agencies see the Anheuser-Busch/Hanley Worldwide scandal as a short-term image setback that ironically may help the industry achieve several long-sought goals.

Chief among those goals is an end to the tradition of hiring promotions agencies primarily for project work and, instead, accelerating the trend to formal, agency-of-record relationships like those with advertising agencies.

Hanley Worldwide, the now-defunct St. Louis advertising/promotion agency being investigated for possible kickback arrangements with employees of Anheuser-Busch (AA, March 30), was a throwback to the sales-promotion industry's "unsophisticated and unsavory" past, say industry executives. They call it one "bad apple" that is unnecessarily tainting the whole barrel *(see related story on Page 82).*

The Hanley allegations "do some short-term damage to the sales-promotion field, especially when they reach the front page of *The Wall Street Journal*," said Jeff McElnea, president of Paramus, N.J.-based Einson Freeman. "When that happens, top executives send the clippings down to middle management and begin to ask new questions about promotional spending.

"The silver lining is that when companies' top management takes more notice of the promotions field, it allows the top companies, the cream of this industry, to rise higher. Top management should be involved enough to ask questions."

While agreeing the situation presents possibilities for long-term industry improvements, some sales-promotion executives feel the field is treated unfairly.

"I think these incidents can be blown out of proportion. The Hanley situation doesn't really say anything more about sales promotion

(Continued on Page 82)

Account worth $15M

Vons Grocery moves to JWT

EL MONTE, CALIF.—Vons Grocery Co. last week hired J. Walter Thompson USA, Los Angeles, to handle its $15 million broadcast account, previously at Grey Advertising, Los Angeles.

The region's largest supermarket chain also moved a $1 million account for its Pavilions superstore chain from Keye/Donna/Pearlstein, Los Angeles, to JWT. Vons intends to double the number of Pavilions superstore outlets to 10 within a year. Keye/Donna/Pearlstein retains Vons' Jerseymaid dairy unit.

The Vons account change follows a two-month agency search that involved nine agencies. JWT beat out Los Angeles agencies Admarketing and Keye/Donna/-Pearstein in the final stages of presentations.

Goodby, Berlin & Silverstein staffers and Fred Wessinger, the former owner of Blitz Weinhard Brewing Co., have formed a partnership in San Francisco to develop and market several brands of beer.

The new entity, called McKenzie River Corp., will introduce its first entry, a malt liquor, on May 1. McKenzie will test the product in San Francisco, backed by radio and outdoor ads created by Goodby, Berlin & Silverstein.

G. Heileman Brewing Co. is manufacturing the product.

California State Lottery selected Casanova Pendrill, Los Angeles, in association with Burrell Advertising, Chicago, and Pacific Rim Advertising, Los Angeles, to handle its two-year contract for "ethnic" marketing services valued at $4 million to $5 million annually.

The team beat out two other multi-agency finalists: Bermudez & Associates, Los Angeles, in association with Carol Williams Inc., Oakland, and Joint Art Media, Alhambra; and UniWorld/West, Los Angeles, with La Agencia de Orci y Asociados and Uyeda & Associates.

Rubin Postaer & Associates, Los Angeles, which lost the general California State Lottery contract a few weeks ago to Dailey & Associates (AA, Feb. 9), previously handled the lottery's marketing efforts targeted to blacks, hispanics and Asians.

Mojo MDA-Allen & Dorward, San Francisco, has formed a new sports marketing division headed by Ken Flowers, the former VP-marketing and community affairs of the San Francisco 49ers national football team.

The new division is called Ken Flower Sports.#

West Coast News

Special Report

Technology drives industry down a new path

By Janice Steinberg

New technology generates excitement in most industries, but it's what the computer industry relies on to survive. Despite a watershed year for technological advancements, including faster microprocessing chips and speedier, more versatile personal computers, computer industry analysts are projecting only modest revenue increases this year. After the turbulence of recent years, however, any semblance of steady growth is welcome.

Industry analysts at San Jose, Calif.-based Dataquest, a division of Dun & Bradstreet Corp., predict 7.1% revenue growth in business computer sales in 1987 and a 7.5% jump for microcomputers.

John McCarthy, research manager of Forrester Research, Cambridge, Mass., also sees minicomputer sales advancing 7% to 10% with the most growth occurring in fourth quarter, 1987. Uncertainty about IBM's new products will slow the microcomputer market down, he says, particularly in business sales. "Microcomputer growth this year won't be more than 3% to 4%, because of the confusion about what IBM's going to do in the market place."

Forrester Research asked 100 *Fortune* 1000 sites in January to project PC unit growth over the next two years. "Up until this January survey—that's across seven or eight surveys in three years—people always said a 100% growth rate or close to it," says Mr. McCarthy. "This January the growth rate across the respondents was 48%, and people were saying, we're slowing our purchases; we're waiting to see what happens."

The big technical news concerns the 80386

(Continued on Page S-4)

Janice Steinberg, a frequent contributor to Special Report, received technical advice on this story from California Jack Cassidy, a software developer.

Market share of PC sales
(In percent)

Company	1986	1985
1. IBM	29.5%	40.5%
2. Apple	7.3	10.3
3. Compaq	7.0	5.2
4. Zenith	4.2	2.4
5. Tandy	3.4	4.6
6. Commodore	1.9	3.8
7. Others	46.7	33.2

Source: Dataquest

Ads begin to bite into criticism

It's not exactly one of the gray-haired ladies among agency clients, but computer advertisers have been around long enough for that sector of the ad business to settle down. Because consumers were uncertain about what to do with the first wave of personal computers, clients and agencies struggled with how to position them.

One direction has been mapped, however. Consumers now want to know precisely how a computer will solve real problems in their work and their lives. As a result, image ads are out.

"One of the big complaints I've had with advertising is that advertising people are not technologists, they don't understand the technology and how to apply it," says John C. McCarthy, research manager of Forrester Research, Cambridge, Mass. "As people become more computer-literate, advertisers are going to need to extend a more sophisticated message."

He sees an important trend in Digital's theme, "We have it now," and Wang's "We make it work." "Computers are no longer a promise," says Mr. McCarthy. "They can do it today."

BBDO's first campaign for Apple, tagged "The Power To Be Your Best," focuses on people and how Apple products help them realize their full potential, says Bruce Mowery, Apple advertising manager.

While the major computer manufacturers are the most visible industry advertisers, other segments of the market are advertising heavily, primarily in print.

Computer manufacturers account for only $20.7 million of the $262 million the industry spent on print advertising in 1986 in the top 20 computer publications, according to Sheila Clarke, VP-marketing, Adscope, a Goldendale, Wash.-based ad tracking service.

Software manufacturers spent $82.62 million; mail and phone order companies, $51.86 million; PC boards, $25.61 million; peripherals, $34.25 million; other categories, $50 million, according to Adscope.

"As the microcomputer grows in processing capability and also grows in terms of the variety and number of users, you're talking about advertising opportunities that far outweigh anything that even came close in any other industry," says Seymour Merrin, VP of the Gartner Group, Stamford, Conn., a data processing consultancy.

"It's like the automobile industry, where people are advertising cars and also tires. But it's as if you're also advertising windshields and steering wheels and seats," Mr. Merrin says. "There are so many different vertical markets and it's so widespread you can afford to do national advertising."

—Janice Steinberg

I Don't Mince Words, Folks

I call them as I see them. I'm pretty opinionated. But so are the 375,000 PC brand specifiers I write for.

They don't read my columns in PC Magazine because they need to know the price of a software package. They read me because they want the down and dirty details on where software prices are headed, what's hot, what's not, which products are on the back burner, and which portable is selling like hotcakes: in short, the inside track.

I may irritate a few advertisers from time to time but, hey, if my readers wanted a "yes man", they wouldn't be reading PC Magazine. I have a reputation for calling a hoax what it is and for calling attention to both the real gems and the real dogs I come across in this business.

It's not that I'm cranky—I'm just a straight shooter. And that's what my readers expect. In fact, they demand it. Why?

Because PC Magazine readers don't have time to fool around. They're brand specifiers and their companies know they're real superstars when it comes to PC technology. So they trust these guys to decide what gets bought whenever new PC products are on the agenda.

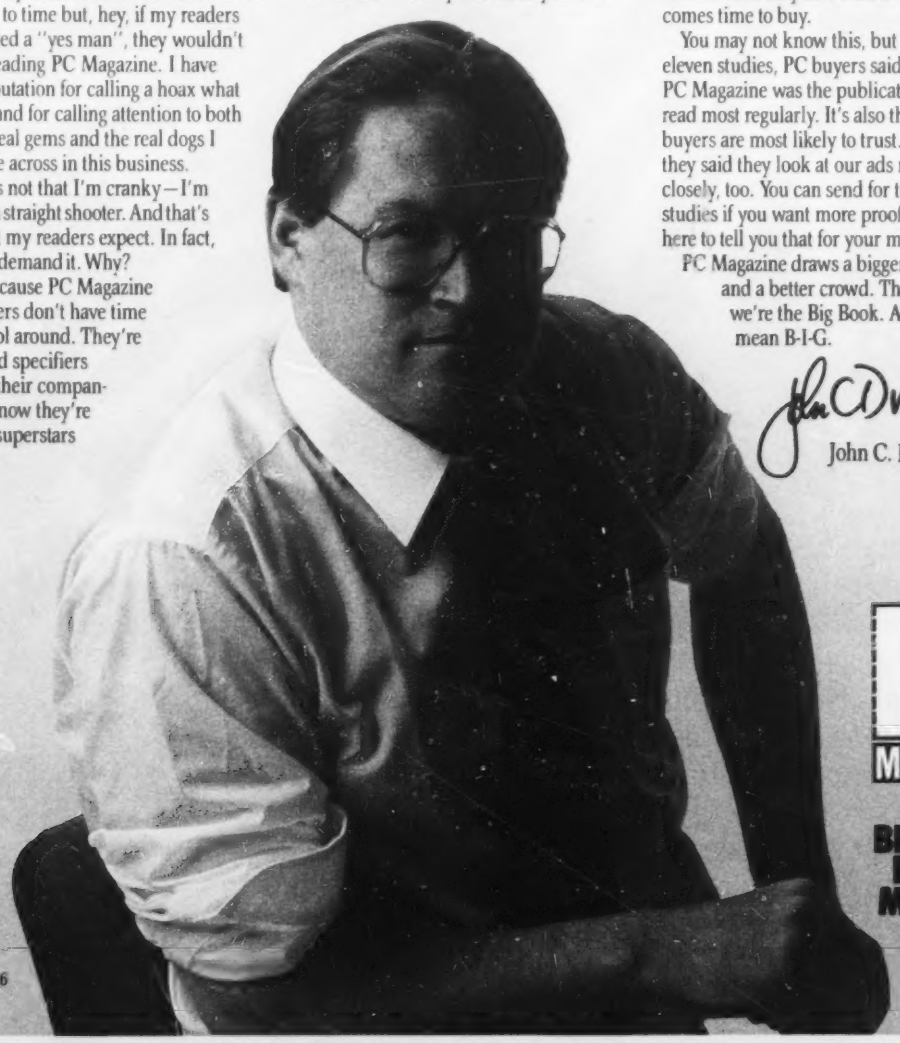
Now I ask you, if you were responsible for choosing a machine that uses a 68020 CPU over an 80386, would you want to look dumb?

These guys don't. They know there are too many groaners and clunkers out there that can cost their company plenty. And they know that if they want to look smart they have to stay smart. That's why 375,000 brand specifiers turn to PC Magazine.

Fortunately, we have a monopoly on the best team of writers around—and let's not forget we've got the only wall-to-wall PC product testing laboratory in computer publishing—PC Labs. Now, brand specifiers are a sharp bunch and they know that with qualifications like that, they're going to get exactly the kind of scoop they need to keep on top of what's available. PC Magazine is their insurance so they don't blow it when it comes time to buy.

You may not know this, but in eleven studies, PC buyers said that PC Magazine was the publication they read most regularly. It's also the one buyers are most likely to trust. Plus, they said they look at our ads more closely, too. You can send for the studies if you want more proof. But I'm here to tell you that for your money, PC Magazine draws a bigger crowd and a better crowd. That's why we're the Big Book. And I mean B-I-G.

John C. Dvorak



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Technology

(Continued from Page S-1)

chip—referred to as the 386—developed by Intel Corp. of Santa Clara, Calif. The 386 chip offers microcomputers more speed, greater memory and multitasking capabilities.

Compaq Computer Corp. of Houston and Advanced Logic Research, Irvine, Calif., introduced the first 386 computers in late summer 1986; Armonk, N.Y.-based IBM is expected to announce its entry into the 386 arena this week. In December Compaq announced it had shipped more than 10,000 Deskpro 386's and was having trouble keeping up with orders.

There is tremendous enthusiasm about the 386 chip's impact on information processing. "The 386 brings capabilities to the desktop that 10 years ago were only affordable by *Fortune* 1000 companies," says Norm DeWitt, director of Dataquest's personal computer industry service. "We believe the 386 machines are going to breed a whole new generation of software that the market hasn't even dreamed."

However, Mr. DeWitt cautions against expecting the 386 to return the industry to the high, double-digit growth it enjoyed a few years ago. Initially, 386 machines will sell only to the high end of the market, and many industry watchers say it may be several years before software catches up with the new technology.

Another technical buzzword this year is desktop publishing. Apple couldn't sell "The Macintosh Office" in 1985. In 1986 desktop publishing software helped Macintosh—paired with Apple's LaserWriter—build recognition, acceptance and sales. According to Tom Willmott, VP of the PC-microcomputer group at International Data Corp., Framingham, Mass., Apple sold 100,000 Macs to businesses with annual revenues of more than $100 million in 1985. Sales reached 175,000 in 1986. He predicts the number will catapult to 325,000 this year.

Apple's success has spurred a number of manufacturers to release desktop publishing software for the IBM family. Last

(Continued on Page S-5)

Chip realigns players in follow-the-leader game

By Brian Moran

The personal computer market's 5-year-old game of follow the leader is ripe for a shakeup this year, as close to a dozen companies will attempt to challenge IBM Corp.'s mantle as the industry's technological innovator.

Compaq Computer Corp., Kaypro Corp. and Zenith Data Systems Corp. are looking to make a challenge with a new generation of faster, more powerful PCs based on Intel Corp.'s 32-bit microprocessor, the 80386. The moves mark a significant departure from the traditional strategy of following IBM's lead by depending on the industry giant to set standards for the makeup of a PC's basic operating functions.

Marketing 80386-based PCs ahead of IBM is a highly risky move for any computer player, because early versions may require redesign once IBM brings out its version. IBM's 32-bit model could include proprietary features that may render the first machines obsolete almost overnight.

For Houston-based Compaq, which kicked off the 80386 frenzy with the introduction of its Deskpro 386 PC last September, preempting IBM is a huge gamble. Compaq has been the industry's most successful practitioner of the follow-the-leader strategy, marketing souped-up PCs that often improve on IBM's offerings by performing faster and with more features. The success of the company's original portable computer forced IBM to make a series of price cuts on its Portable PC and eventually led to the IBM model's demise last year.

Compaq now claims some 20% of the PC market, compared to Armonk, N.Y.-based IBM's 46%, according to InfoCorp, a Cupertino, Calif.-based market researcher. Company spokespeople say its market research has indicated 80386-based machines might seize as much as 10% of the entire PC market this year and up to 25% by 1990.

Because the new chip has much greater memory capacity than previous hardware, its supporters say it will allow desktops to use powerful programs that now run only on larger minicomputers or mainframes.

The 80386 also can run any of the popular programs written for IBM's PC line, up to four times faster than available chip technology. Some analysts say the chip marks the biggest advancement in the industry since the IBM PC's 1981 debut.

"The 386 chip is the platform of the future," says John McCarthy, analyst for Forrester Research, Cambridge, Mass. "It will open up the personal computer to a whole new level of software."

Yet detractors point out that the operating system software needed to take full advantage of the 80386's capabilities is not yet available. Therefore, they say, the first machines are merely expensive, faster versions of current PCs. The operating software needed to trigger the 80386's fifth-gear power may not be ready until 1988.

The system's current inability to run broad applications limits the appeal of first-generation 80386 models to segments that put a high premium on speed alone, such as financial analysts and programmers in large corporations that can pay the $6,500 to $9,000 price. Despite this limitation, Compaq says it already has sold close to 15,000 units of its Deskpro 386 in the U.S., Europe and Australia.

For Compaq, which kicked off the 80386 frenzy with the Deskpro 386, pre-empting IBM is a huge gamble.

The arrival of an operating system will trigger a storm of competition among software marketers to offer word processing, spreadsheet, database and other applications packages. Big software players like Lotus Development Corp., Microsoft Corp. and Ashton-Tate already are developing packages.

Apple Computer also has beaten IBM to the 32-bit generation via a new version of its Macintosh PC, featuring Motorola Corp.'s 68020 chip. The new Mac features color graphics and larger display screens than current models. Cupertino, Calif.-based Apple in early March introduced its first 32-bit PC, the Macintosh II, a machine that signals the company's direct challenge to the high-powered 386 PCs. The new Mac also is capable of running IBM-compatible software via an external card.

Analysts say that a major factor in IBM's cautious stance on the 80386 chip is Big Blue's desire to break away from its traditional use of off-the-shelf operating systems for its next generation of PCs. IBM is expected to use customized components in some models of its first 32-bit computers; developing such features will take time.

Naysayers also point out that early 80386 models are making their debut in a period of sluggish market demand. The technology will never take off without IBM's endorsement, these analysts say.

IBM reportedly is concerned that the new chip's tremendous power could affect sales of its higher-priced minicomputers, which account for about 20% of the company's revenues. In addition, Big Blue's current priority appears to be resolving its battle against low-end discounted imports, a struggle that has sapped IBM's market share and dragged down earnings. IBM cited flat PC sales as a factor in a 48% drop in its fourth-quarter 1986 profit, down from $2.68 billion to $1.39 billion. Quarterly revenue dipped 1.2% to $16.95 billion.

The 80386-based entry will provide a critical challenge for IBM to boost its market share and leave the clones behind via internally-developed features. Because IBM will be late to market, the company will want to make sure that its 80386 entry offers significantly more than Compaq's. Big Blue's reputation as a standards-setter will be on the line.

"IBM will make its 32-bit machine as proprietary as possible," says Clare Fleig, analyst with International Technology Group, a Los Altos, Calif.-based market researcher. "It's absolutely critical that they offer something special as an entire generation of computer users is getting ready to move up to a new step."

IBM reportedly has shown software developers and corporate customers prototypes of an 80386-based PC with proprietary sound and graphics features and the ability to connect to IBM mainframes.

Meanwhile, Compaq is racing to make its Deskpro 386, which

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Technology

(Continued from Page S-4)

year IBM created a semi-autonomous unit to address host-based and desktop publishing, but is not yet ready to announce new products, says Jim Monahan, press information representative at IBM's Montvale, N.J., office.

Mr. Willmott says Apple will continue to dominate desktop publishing this year. "The software development process will have to go on for two or three more quarters before we'll see a product in the marketplace that represents an honest challenge to the Mac and Apple LaserWriter environment."

"After three years of false starts, the Year of the LAN has arrived," said *PC Magazine* in its December issue on local area networks, which, explained simplistically, combine PCs to share information. This is "a very healthy market," says Douglas Gold, senior research analyst at International Data Corp. He says in 1986 companies shipped $924.9 million of LAN equipment. Mr. Gold projects shipments of $1.3 billion this year, growing to $3 billion by 1991.

LAN revenues illustrate one reason analysts decline to call the computer industry's 1984-85 difficulties a slump. They prefer the term "slowdown" and cite a number of reasons the market was stronger than it appeared.

One main reason is the diversity of market segments—LANs, software, PCs, mainframes, etc. "The idea of a slump is a misconception on the part of people who look at the industry as a whole," says Kevin Jenkins, president of Hercules Computer Technology, Berkeley, Calif., a leading peripherals manufacturer, which opened its doors in 1982 and had sales of $52 million in 1985. "They don't realize the great number of dynamic markets within it."

Robin Shepherd, director-corporate communications, Borland Interna ional, says the company has not suffered any effects of a slump.

Scott Oki, senior VP, sales and marketing, Redmond, Wash.-based Microsoft says that summer 1986 was the biggest quarter in their history: Microsoft racked up $66.8 million in sales, putting it ahead of Cambridge, Mass.-basedLotus Development Corp., which had sales of $65.6 million for that quarter, according to Menlo Park, Calif.-based *InfoWorld*.

Another reason the industry's troubles were overstated is the market simply was maturing, says Mr. DeWitt. "When you're a $4 billion market, it's not too difficult to double in a year, but when you're a $33 billion market you don't do that."

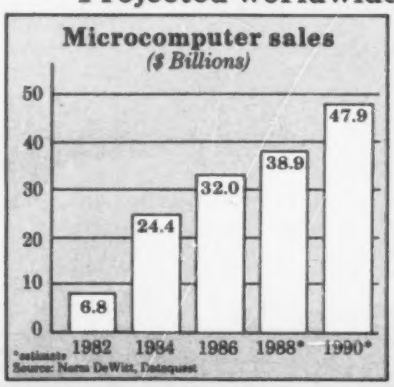
Although the computer industry clearly appears to be on the rebound, several major questions must yet be resolved.

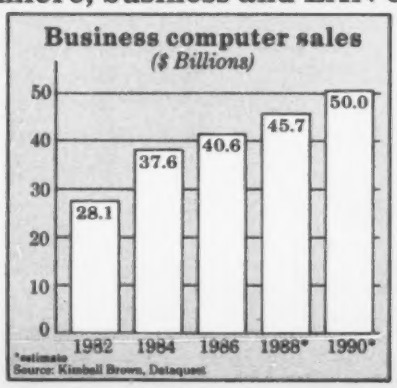
Many of the most critical questions involve IBM, which has seen its market share eroded by less expensive clones. Dataquest reports that IBM garnered 40% of total 1985 U.S. microcomputer sales revenues. Its share dropped to 29.5% in 1986.

IBM also has lost some of its minicomputer market—particularly to Digital—because of the incompatibility of its diverse product lines. This year IBM is introducing the 9370, its first entry level minicomputer, which carries the System 370 architecture found in IBM mainframes. Because the 9370 will not be generally available until the fourth quarter, according to Rita Black, senior information representative at IBM in Rye, N.Y., the mini will raise more questions than answers for now.

Whatever IBM does, it is not called Big Blue for nothing. Suzanne Purnell, industry analyst at Dataquest, says IBM still holds 50% of most segments of the business market. Computer and business publications are buzzing with the lateat rumors about the company's new products. And in a tribute to its continued power, Mr. McCarthy predicts a sluggish market until everyone sees what's coming from IBM.

Projected worldwide micro, business and LAN computer sales growth





Newspaper Advertising SAU Inches in the MRCS

January 1987 vs. January 1986

AKRON, OH

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
Beacon Journal (E)	78,347	——	73,975	——
Beacon Journal (S)	54,433	——	49,918	——
Grand Total	132,780	——	123,893	——

NOTE: Part run figures not available

ALLENTOWN, PA

Call (M)	128,051	——	130,707	——
Call (S)	70,730	——	60,533	——
Grand Total	198,781	——	191,240	——

NOTE: Part run figures not available

ASBURY PARK, NJ

Press (E)	150,739	14,305	145,197	13,079
Press (S)	115,387	11,489	101,927	13,826
Grand Total	266,126	25,794	247,124	26,905

ATLANTA, GA

Constitution (M)	135,336	50,523	146,849	39,740
Journal (E)	145,860	64,413	154,604	47,520
Journal & Constitution (S)	84,039	37,986	107,069	31,716
Journal & Constitution (Sat)	47,144	——	35,989	——
Grand Total	412,379	152,922	444,511	118,976

NOTE: Constitution Morning and Journal Evening published five days a week only

BALTIMORE, MD

Sun (M)	116,875	2,040	102,943	——
Sun (E)	93,193	1,720	81,146	——
Sun (S)	117,663	20,928	109,391	15,512
Grand Total	327,731	24,688	293,480	15,512

BERGEN COUNTY, NJ

Record (E)	131,582	13,249	128,147	19,961
Record (S)	117,429	19,803	110,987	20,384
Grand Total	249,011	33,052	239,134	40,345

NOTE: Record Evening published five days a week only

BOSTON, MA

Herald (M)	86,028	——	58,033	——
Herald (S)	18,156	22,196	20,539	10,134
Globe (M)	126,389	12,049	133,153	6,181
Globe (S)	159,739	17,415	153,074	16,207
Grand Total	390,312	51,660	364,799	32,522

BUFFALO, NY

News (AD)	65,170	22,450	87,474	13,439
News (S)	54,941	2,103	51,107	6,494
Grand Total	140,111	24,553	138,581	19,933

CAMDEN, NJ

Courier-Post (E)	99,245	12,843	107,424	18,596
Courier-Post (S)	48,693	7,014	48,523	3,610
Grand Total	147,938	19,857	155,947	22,206

CHARLOTTE, NC

Observer (M)	113,159	7,311	110,243	10,991
Observer (S)	61,597	14,893	61,634	14,057
Grand Total	174,756	22,204	171,877	25,048

CHICAGO, IL

*Tribune (M)	138,733	224,504	138,593	225,954
*Tribune (S)	145,683	88,592	143,732	87,709
Sun-Times (M)	118,559	71,146	132,488	74,597
Sun-Times (S)	51,020	28,605	60,659	19,884
Grand Total	453,995	412,847	475,472	408,144

NOTE: Tribune figures supplied by publisher to Media Records. 1987 figures represent advertising for 12/29/86 to 2/1/87

CINCINNATI, OH

Enquirer (M)	135,109	4,320	141,593	4,126
Enquirer (S)	96,916	8,672	97,877	10,301
Post (E)	64,795	7,406	61,693	7,343
Grand Total	296,820	20,398	301,163	21,770

CLEVELAND, OH

Plain Dealer (M)	117,789	23,348	117,778	22,448
Plain Dealer (S)	76,623	7,569	78,985	3,110
Grand Total	194,412	30,917	196,763	25,558

DALLAS, TX

News (M)	236,266	6,513	255,567	7,810
News (S)	125,528	2,743	138,692	5,648
Times-Herald (AD)	174,511	15,513	199,812	25,888
Times-Herald (S)	84,399	8,738	100,820	5,371
Grand Total	620,704	33,507	694,891	44,717

DENVER, CO

Rocky Mt. News (M)	234,315	2,939	239,779	2,419
Rocky Mt. News (S)	71,801	509	71,794	347
Post (M)	151,020	11,668	162,693	3,086
Post (S)	89,265	1,329	89,524	488
Grand Total	546,401	16,445	563,790	6,320

DETROIT, MI

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
Free Press (M)	93,025	37,609	90,596	24,196
Free Press (S)	41,541	26,539	45,054	19,898
News (AD)	114,130	33,664	121,533	38,763
News (S)	77,825	18,570	78,580	20,957
Grand Total	326,521	116,382	335,763	103,814

ESCONDIDO, CA

Times-Advocate (E)	86,263	5,119	——	——
Times-Advocate (S)	31,649	87	——	——
Grand Total	117,912	5,206	——	——

NOTE: 1986 figures not available

FORT LAUDERDALE, FL

News & Sun-Sentinel (S)	93,442	——	88,904	——
Sun-Sentinel (M)	268,791	——	280,312	——
Grand Total	362,233	——	369,216	——

NOTE: Part run figures not available. Morning figures include the Saturday Edition

FORT WAYNE, IN

Journal Gazette (M)	65,563	——	64,498	——
Journal Gazette (S)	48,678	——	52,065	——
News Sentinel (E)	69,637	——	67,668	——
Grand Total	183,878	——	184,232	——

NOTE: Part run figures not available

GREENWICH/STAMFORD, CT

Time (E)	70,421	1,732	65,208	300
Time (S)	47,298	——	38,115	——
Advocate (E)	78,825	12,954	77,908	2,256
Advocate (S)	43,473	4,795	39,800	——
Grand Total	240,017	19,481	221,031	2,556

HARTFORD, CT

Courant (M)	132,158	22,236	127,789	22,106
Courant (S)	70,369	86,022	72,793	81,410
Grand Total	202,527	108,258	200,582	103,516

HONOLULU, HI

Advertiser (M)	111,548	——	109,679	——
Star-Bulletin (E)	104,998	——	105,552	——
Star-Bulletin & Advertiser (S)	68,260	——	66,136	——
Grand Total	284,806	——	281,367	——

HOUSTON, TX

Chronicle (AD)	193,543	23,767	200,008	30,099
Chronicle (S)	94,061	15,912	108,431	13,753
Post (M)	122,376	25,914	147,329	26,925
Post (S)	60,554	16,288	68,863	8,425
Grand Total	470,534	81,881	524,631	79,202

LONG BEACH, CA

Press Telegram (M)	100,372	41,525	102,364	42,564
Press Telegram (S)	52,997	640	46,450	1,286
Grand Total	153,369	42,165	148,814	43,850

LONG ISLAND, NY

Newsday (E)	109,111	78,364	153,764	38,037
Newsday (S)	74,456	47,468	83,001	41,414
Grand Total	183,567	125,832	236,765	79,451

LOS ANGELES, CA

Times (M)	271,162	251,152	272,493	246,448
Times (S)	146,513	80,762	151,749	86,386
Herald-Examiner (M)	68,718	3,938	67,902	4,443
Herald-Examiner (S)	19,009	4,767	15,073	2,303
Grand Total	505,402	340,619	507,217	339,580

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	170,169	30,097	190,298	24,506
News (S)	72,943	——	70,900	29
Grand Total	243,112	30,097	261,198	24,535

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	187,417	——	191,446	——
Grand Total	187,417	——	191,446	——

NOTE: Figures supplied by publisher to Media Records

*MEMPHIS, TN

Commercial Appeal (M)	111,681	75,922	75,922	72,574
Commercial Appeal (S)	75,571	5,041	5,041	6,525
Grand Total	187,252	80,963	80,963	79,099

NOTE: Figures supplied by publisher to Media Records

MIAMI, FL

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
Herald (M)	150,730	——	148,487	——
Herald (S)	75,995	——	82,425	——
News (E)	55,883	——	53,805	——
Grand Total	282,608	——	284,717	——

NOTE: Part run figures not available

MINNEAPOLIS, MN

Star & Tribune (AD)	87,089	21,893	92,414	16,636
Star & Tribune (S)	109,059	4,516	109,970	1,504
Star & Tribune (Sat)	23,906	——	20,399	——
Grand Total	220,054	26,409	222,783	18,140

*NASHVILLE, TN

Banner (E)	82,551	——	90,779	——
Tennessean (M)	84,374	——	91,977	——
Tennessean (S)	70,488	——	67,610	——
Grand Total	237,413	——	250,366	——

NOTE: Figures supplied by publisher to Media Records

NEW BRUNSWICK, NJ

Home News (E)	69,866	——	69,786	45
Home News (S)	49,324	3,642	44,736	2,263
Grand Total	119,190	3,642	114,522	2,308

NEW YORK, NY

Times (M)	151,763	15,918	146,766	14,091
Times (S)	168,990	70,214	167,907	61,327
News (M)	54,787	70,391	54,270	72,398
News (S)	37,184	49,086	31,638	51,287
Post (AD)	62,288	839	52,976	936
Grand Total	475,012	206,448	453,557	200,039

NEWARK, NJ

Star-Ledger (M)	181,255	4,761	172,121	4,948
Star-Ledger (S)	163,257	17,596	149,550	15,251
Grand Total	344,512	22,357	321,671	20,199

OAKLAND, CA

Tribune (M)	82,460	60,191	89,086	60,203
Tribune (S)	34,181	27,959	41,066	18,753
Grand Total	116,641	88,150	130,152	78,956

OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY

Blade-Tribune (E)	86,896	6,532	80,890	2,540
Blade-Tribune (S)	31,274	490	36,292	——
Grand Total	118,170	7,022	117,182	2,540

NOTE: Blade-Tribune Evening published five days a week only

ORANGE COUNTY, CA

Register (AD)	297,539	67,045	298,341	61,091
Register (S)	103,080	3,081	99,240	5,491
Grand Total	400,619	70,126	397,581	66,582

PHILADELPHIA, PA

Inquirer (M)	126,051	21,371	128,148	32,067
Inquirer (S)	110,395	31,897	105,299	19,404
News (E)	65,340	736	66,770	1,225
Grand Total	301,486	54,004	300,217	52,696

*PHOENIX, AZ

Arizona Republic (M)	190,992	13,682	240,738	12,847
Arizona Republic (S)	125,925	——	129,964	——
Gazette (E)	182,674	13,832	195,539	12,936
Grand Total	499,591	27,514	566,241	25,783

NOTE: Figures supplied by publisher to Media Records

*ST. LOUIS, MO

Post Dispatch (M)	93,458	32,035	87,787	29,532
Post Dispatch (S)	91,614	——	89,544	——
Grand Total	185,072	32,035	177,331	29,532

NOTE: Figures supplied by publisher to Media Records

ST. PAUL, MN

Pioneer Press Dispatch (AD)	70,546	——	71,990	——
Pioneer Press Dispatch (S)	83,289	——	75,741	——
Grand Total	153,835	——	147,731	——

NOTE: Part run figures not available

SAN ANTONIO, TX

Express-News (AD)	104,051	23,858	124,009	23,148
Express-News (S)	62,811	16,703	69,891	15,912
Express-News (Sat)	35,185	——	34,186	——
Light (AD)	107,040	23,241	120,686	25,250
Light (S)	68,045	3,785	63,251	11,528
Light (Sat)	29,397	2,315	28,047	——
Grand Total	406,329	89,902	440,080	76,238

NOTE: Express-News All Day and Light All Day published five days a week only

SAN DIEGO, CA

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
Union (M)	197,427	28,757	199,864	24,491
Union (S)	95,767	——	102,072	——
Tribune (E)	200,656	27,946	210,187	25,351
Grand Total	493,850	56,703	512,123	49,842

SAN FRANCISCO, CA

Chronicle (M)	120,264	56,092	122,295	58,030
Examiner (E)	117,232	54,613	——	——
Examiner & Chronicle (S)	65,120	20,429	70,540	22,217
Grand Total	302,616	131,134	192,835	80,247

NOTE: 1986 Examiner Evening figures not available

SAN JOSE, CA

Mercury News (AD)	269,509	17,028	271,813	25,739
Mercury News (S)	111,742	321	124,207	——
Grand Total	381,251	17,349	396,020	25,739

*STATE COLLEGE, PA

Centre Times (E)	57,928	3,794	57,230	1,116
Centre Times (S)	25,415	960	21,632	330
Grand Total	83,343	4,754	78,862	1,446

NOTE: Figures supplied by publisher to Media Records

*TOLEDO, OH

Blade (E)	79,628	——	83,370	——
Blade (S)	79,255	——	69,572	——
Grand Total	158,883	——	152,942	——

NOTE: Figures supplied by publisher to Media Records

WASHINGTON, DC

Post (M)	239,974	31,432	241,728	27,441
Post (S)	122,540	20,599	127,345	14,490
Grand Total	362,514	52,031	369,073	41,931

WASHINGTON, DC SUBURBAN GROUP

Montgomery Journal (M)	49,132	——	50,616	74
Fairfax Journal (M)	56,460	——	57,095	203
Grand Total	105,592	——	107,711	277

NOTE: Montgomery Journal Morning and Fairfax Journal Morning published five days a week only

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	73,759	10,032	66,361	9,468
Reporter Dispatch (S)	66,076	11,901	59,264	12,830
Grand Total	139,835	21,933	125,625	22,298

WICHITA, KS

Eagle-Beacon (M)	93,900	——	79,483	——
Eagle-Beacon (S)	55,349	——	66,394	——
Grand Total	149,249	——	145,877	——

NOTE: Part run figures not available

Source: Media Records

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Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.

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